

CITY OF CERES  
PLANNING COMMISSION  
MINUTES

June 1, 2009

**MEETING CALLED TO ORDER:** 6:02 p.m.

**ROLL CALL:**

**PRESENT:** Del Nero, Kachel, Kline, Smith, Williams

**ABSENT:** None

**ALSO PRESENT:** City Manager Brad Kilger, Senior Planner Tom Westbrook, City Engineer Glenn Gebhardt, Redevelopment/Economic Development Manager Bryan Briggs, City Attorney Mike Lyons, Administrative Secretary Linda Ryno

**PLEDGE OF ALLEGIANCE:**

The Pledge of Allegiance was led by Chairperson Williams.

**APPROVAL OF MINUTES:**

1. May 18, 2009.

It was moved by Commissioner Smith, seconded by Commissioner Del Nero, to approve the minutes as presented. Carried 5/0.

**CONFLICT OF INTEREST DECLARATION:**

None

**CITIZEN COMMUNICATION:**

None

**APPROVAL OF AGENDA AS POSTED (OR AMENDED) AND  
CERTIFICATION OF POSTING:**

It was moved by Commissioner Smith, seconded by Commissioner Del Nero, to approve the agenda as posted. Carried 5/0.

**ADJOURN AS THE PLANNING COMMISSION TO THE CERES DOWNTOWN  
REVITALIZATION AREA BOARD**

**CALL TO ORDER:** 6:03 p.m.

**ROLL CALL:**

**PRESENT:** Del Nero, Kachel, Kline, Smith, Williams

**ABSENT:** None

**ALSO PRESENT:** City Manager Brad Kilger, Senior Planner Tom Westbrook, City Engineer Glenn Gebhardt, Redevelopment/Economic Development Manager Bryan Briggs, City Attorney Mike Lyons, Administrative Secretary Linda Ryno

**CONFLICT OF INTEREST DECLARATION:**

None

**NEW BUSINESS:**

1. Annual Report and Levying the Annual Assessment for the 2009-10 Fiscal Year (continued from May 4 and May 18, 2009).

Ed/Rd Manager Briggs presented a staff report and added that staff will prepare quarterly expenditure and marketing results.

Commissioner Smith responded that last year, the Concerts in the Park received monies, but that she didn't see it noted in Exhibit E.

Briggs responded that he believed \$2,000 will be automatically budgeted each year.

Commissioner Smith asked specific questions regarding the current and proposed budget.

Commissioner Smith also commented that she loves the idea of marketing for the Farmers' Market, but was uncomfortable that the emphasis would be on the Market; suggested that marketing of the downtown could be done and include mention of the Farmers' Market as well as the Concerts in the Park.

Briggs responded that he would be happy to make that switch.

Commissioner Smith said she would be willing to dedicate more funding if the promotion includes all businesses. She asked if staff received any feedback from downtown merchants? Briggs responded no.

There was additional discussion among the Commission regarding the proposed budget.

Commissioner Kline said that he agreed with Commissioner Smith's comment that since the downtown merchants are being assessed, the secondary emphasis of marketing should be on the Farmers' Market. Mr. Kline further asked about the fees the Farmers' Market receives from their vendors.

Mr. Kline also asked about the noticing to the downtown merchants and whether it included the proposed budget for the farmers' market?

Briggs responded that it did not.

The public hearing was opened at 6:36 p.m.

Lourdes Perez, 1611 Isaiah Court, Ceres, the manager of the farmers' market, introduced herself and said she was available for any questions.

Ms. Perez advised the Commission that they are in the process of designing a buyers' guide that will include discounts and coupons to downtown merchants.

The public hearing was closed at 6:38 p.m.

Commissioner Del Nero commented that he also believes that any promotions done with CDRAB money should start with the downtown merchants themselves and that the farmers' market should be secondary.

Chairperson Williams commented that she feels the market should be the anchor and that it would spread out to the downtown businesses.

Briggs agreed with Chairperson Williams that if they can get them to the downtown area for the market, they can they be re-directed to the businesses-but people need a reason to go downtown.

Commissioner Smith commented that consideration should be given that the \$25,000 requested will be coming from the downtown merchants as they are taxed for being in the downtown revitalization area and that the promotions need to announce that it's their money paying for the announcements.

City Manager Kilger commented that the market should come up with a couple of different guides and that they should be shared with CDRAB.

**RECONVENE AS THE PLANNING COMMISSION: 6:51 p.m.**

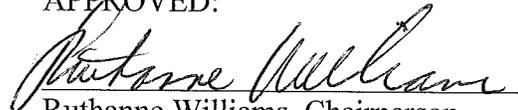
**REPORTS/COMMUNICATION:**

None

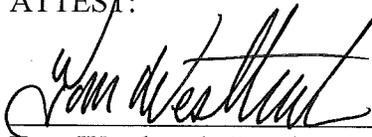
**ADJOURNMENT:**

The Commission adjourned at 6:52 p.m. to the next regularly scheduled meeting of June 15, 2009.

APPROVED:

  
Ruthanne Williams, Chairperson

ATTEST:

  
Tom Westbrook, Interim Secretary